



EX-IM BANK
TRADE ASSOCIATION PARTNERSHIP PROGRAM (TAPP)
APPLICATION GUIDELINES AND REQUIREMENTS

Please submit the following information to apply for participation in the TAPP. In order to qualify for this program, your organization's membership must have members that are export-oriented/export ready.

- 1. Organization Background/Membership/Eligibility:** An officer of your trade association should write a letter requesting participation in TAPP. Provide a short summary of your organization's background and describe its level of interest and involvement in supporting members' export interests. Describe your membership (number and type of members), including information on your small business members.
- 2. Contact Information:** Verify your organization's name and address; provide names and titles of primary and secondary contacts (liaison person), phone and fax numbers, e-mail address and Web site. If possible, provide contact information on the corporate leadership (Chairs of the organization and/or key subcommittees such as the Chair of the Small Business or International Committees, Steering Committees, or rotating corporate leaders of the organization.) Indicate preferred method of receiving information from Ex-Im Bank (mail, fax, e-mail etc.).
- 3. Outreach Plan:** Describe briefly the marketing plan your organization will use to disseminate information about Ex-Im Bank. This includes membership mailings, broadcast faxing, e-mails, newsletters, Web sites, meetings, annual conferences, and/or seminars. If known, indicate areas of interest, such as Ex-Im Bank speakers for seminars and meetings; provide key meeting dates for speakers, as well as location of meetings. Include other information/interests that may be relevant to your application.
- 4. Requirements:** Ex-Im Bank wants to have the liaison generally familiar with its programs and will require attendance at a short training session conveniently located. Assistance may also be asked in rolling out new programs and setting up focus groups. The only reporting requirement will be an annual summary of the activities undertaken to promote Ex-Im Bank. It is expected that at least 2 such activities will be done annually. Ex-Im Bank would also like the liaison to provide feedback as to how well the programs are meeting the needs of the membership.